

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Previously Presented) A liquid crystal display device, comprising:
a liquid crystal display panel that includes: an upper substrate and a lower substrate disposed so as to oppose each other; a liquid crystal layer sandwiched between the two substrates; and an upper polarizer and a lower polarizer respectively disposed above and below the liquid crystal layer; and
an illumination device disposed close to a rear surface of the liquid crystal display panel, the illumination device including a prism sheet which has a prism surface having a plurality of ribs, each having an approximately triangular cross-section, close to the liquid crystal display panel, and which is arranged such that the prism surface faces in the opposite direction to the liquid crystal display panel, and
the lower polarizer having a light diffusing layer and a reflective polarizer disposed in that order on an outer surface of the lower polarizer, the reflective polarizer having a transmissive polarization axis.
2. (Original) The liquid crystal display device according to Claim 1, each of the ribs of the prism sheet having an apex in a range from 63 degrees to 68 degrees.
3. (Original) The liquid crystal display device according to Claim 1, the liquid crystal layer including TN (twisted nematic) liquid crystal, and
the liquid crystal display panel having a clear viewing direction in a direction of about six o'clock.
4. (Original) The liquid crystal display device according to Claim 1, the ribs of the prism sheet extending in a direction substantially orthogonal to an incident direction of external light in use.

5. (Original) The liquid crystal display device according to Claim 1, the illumination device including a light source and a light-guiding plate, and the light source being disposed on an end surface of the light-guiding plate, the end surface extending orthogonal to the width direction of the ribs of the prism sheet.

6. (Original) The liquid crystal display device according to Claim 1, the transmissive polarization axes of the lower polarizer and the reflective polarizer being arranged so as to be substantially parallel to each other.

7. (Original) The liquid crystal display device according to Claim 6, the transmissive polarization axes of the lower polarizer and the reflective polarizer being arranged so as to form an angle in a range from - 30 degrees to 30 degrees.

8. (Original) The liquid crystal display device according to Claim 1, the light diffusing layer having a haze value in a range from 60% to 85%.

9. (Original) An electronic apparatus, comprising:
the liquid crystal display device according to Claim 1.

10. (New) A liquid crystal display device comprising:
a liquid crystal display panel that includes:
a first substrate;
a second substrate disposed in opposition with the first substrate; and
a liquid crystal layer sandwiched between the first substrate and the second substrate;
a first polarizer disposed to one side of the liquid crystal display panel;
a second polarizer disposed to an opposite side of the liquid crystal layer than the first polarizer, the second polarizer having a light diffusing layer and a reflective polarizer, the reflective polarizer being farther from the liquid crystal display panel than the light diffusing layer and having a transmissive polarization axis; and

an illumination device disposed to the same side of the liquid crystal display panel as the second polarizer, the illumination device including a prism sheet having a prism surface that faces away from the liquid crystal display panel, the prism surface having a plurality of ribs with an approximately triangular cross-section.